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Garden Primulas

Swiss
Floral Co.

EAST SEVENTH AND HANCOCK

EAST 5370

PORTLAND, OREGON



GROUP of garden plants worthy of the flower lover's attention the world over. But how few of today's gardens have any of them, and why not? for they present a color range of unique beauty in almost unlimited tints. Fragrance, that great asset of flower charm, is richly represented in such ethereal exquisiteness simply impossible to imitate by the keenest perfume experts. A long flowering period is also a feature of Primrose culture for those who wish to have it so, for from February to November we never need to be without beautiful Primulas in constant bloom under the average climatic conditions of Portland. Yes, more than that can be said, for mild winters have seen our Primulas flower without interruption during December, January and February. No other group of plants has shown such a feature in our gardens. Curiosity arousing novelty—even the oldest and most experienced flower fanciers can be and are constantly interested in the newcomers among Primula introductions to the garden world. The behavior of novelties under garden conditions is everlasting a source of speculation, amazement and surprises, for soils and treatment react so differently on them that they never become stale to our observing mind.

Imagination is given full sway in the study of Primulas for they hail us from nearly all corners of the globe, but particularly from the cooler temperate zone and that great land of the Hymalian mountains in China, Tibet, India, Mongolia, the Sikkim mountain regions where white men are still rarely seen. Hardy explorers of these forbidden lands have secured the beauties of these regions for us who love to know more of nature's charm and gradually they are being made available to the humblest of flower fanciers, for a visit to a good garden establishment is all that needs to be done to come into the presence of these nature jewels of mother earth. Once grown successfully, we quickly learn their nature, and experiments show the way to success with such various and strange guests in Gardenland. Yes, dreams come true, even in Flowerland, and Portland gardens soon will have this interesting tribe of plants as one of its features for admiration.



Primula Bulleyana



Primula Sphaerocephala



OR the rock garden where fancy plants are appreciated the **Primula Auricula** is one of the most gorgeous plants to be found, for the foliage with its stately and very shapely rosetted leaves often wonderfully powdered creamy or yellowish white, make a unique feature among rocks suitably placed, if possible in shelter from the hot sun. The colors of Auriculas range from the softest of yellow tints through richest browns and maroons to royal purple and exquisite lavender and blues, even greenish tints are to be found with strange shadings and zoned markings. Fragrance is also one of the daintiest charms of this Primula and once known is always appreciated by everyone.

Entirely different from the previous are **Primula Japonica**, for its foliage is extremely large and bountiful, of bright green, rather soft texture. Flower stems of this often reach a height of 30 inches where soil is damp and boggy. The flowers are disposed in whorls around the stem, opening up tier after tier during May to July. Colors from purple to white.

Resembling the former is **Primula Bullesiana** and **Bulleyana**, both with ample large foliage and similar flower stems but a flowering period perhaps a month later, and the color range of much more variation. Typical colors are of ochre yellow to loud orange tints with pink glowing features, while purplish reds and violets are not uncommon. Flower stems often have the thickness of a pencil and are frequently 24 inches long with quirl after quirl of flowers. These stems have a covering of farina or yellowish white powder.

The **Sikkim Mountain Primula** (*Sikkimense*) is of unique appearance with its tall unbranched flower stem bearing a cluster pendulous yellow bell-like flowers at the top and emitting a delicious fragrance, reminding one of a freshly opened can of peaches. The flowers, while not very large, are of a bright luminous yellow shade and a rather waxy oily texture, from whence the perfume seems to emanate.

A rich, rather moist, soil and shelter from the hottest sun seem to suit these plants best and dryness is perhaps their greatest enemy. Those who can have a bog garden may find them a wonderful lot of plants in such a location.



Primula Seclusa



Primula Japonica



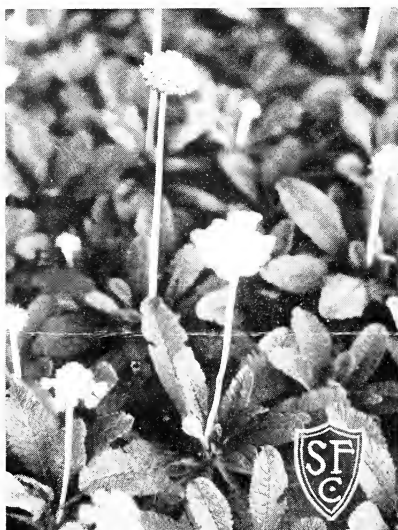
HOSE who love the strong orange vermillion colors may rejoice in the possession of **Primula Cockburneana**, another of our Chinese Primulas, producing long stems of flowers with whorl after whorl of dainty flowers during late spring. August and September have a distinctively charming Primula in the variety **Primula Mooreana** and **Sphaerocephala**. These resemble each other closely and from a fine, spreading rosette of foliage on the ground arises a snow-white powdery stem 12 to 14 inches high, bearing at its top a ball-like cluster of small, rich blue flowers opening in circles by degrees. The whole appearance of these Primulas is almost fairy-like and very entrancing. Shade from the hot sun seems, however, to be essential to their well-being.

Primula Littoniana, with its sparser and more elongated foliage rosettes, is of most unusual form in its inflorescence which takes on a spire-like appearance. Reaching a height of 24 inches or more under favorable conditions, the flower stems carry their blossoms towards the top with the individual blossoms opening from the bottom of the flower cone a soft lilac shade blossom setting in a bright red calix.

Primula Seclusa—A new form of Primula with unique cineraria-like foliage somewhat heart shaped, bearing their flowers in umbels on long, hairy stems. This needs a sheltered location as it is considered a half hardy perennial. As this is one of the latest introductions, and perhaps the most distinct of all, we are watching it with great interest.

The common garden Primula, **Primula Veris Acaulis**, is one of our finest early spring flowering plants for border or bed planting. They should be set out during the fall or early winter months in a sunny location when they are desired for very early flowering. From January on, if there are a few mild days, these Primulas open their bright and cheery flowers which seem at first to peep out from under the foliage, then gradually rise above the leaves and in a short time, provided the weather is mild enough, just literally smother the whole plant with blossoms that last for a long time.

Of all spring flowers, the Primula has the greatest charm for its earliness, and the many brilliant shades of color, ranging from white through many shades of yellow, browns, bronze, to the deepest reds and maroons, yes, even the wonderful blues can be found in these early garden Primulas. The latter shadings are to be had in the variety **Primula veris acaulis coerulea**, a rather scarce article most times yet very handsome and worthy of space in any garden.



Primula Mooreana



Primula Cockburneana



HE Garden Primula has one great advantage over many plants in that it can stand and grow happy in partial shade and is therefore fit for use in shrubbery plantings and woodland naturalizing. The only difference is that, so located, it flowers later in spring, but shrubbery borders with primula plantings exert a charm not obtainable otherwise and fits the nature scheme to great perfection. When planting Primulas of almost any kind it must be kept in mind that these plants like a fairly rich soil, not liable to sudden drying out, for best results. Plant as early in fall as possible, or even spring, if fall planting cannot be done.

J. G. BACHER.

Price of Plants for Local Delivery Only • Shipping Costs Extra

	Each	Dozen
Primula Auricula	\$0.50	\$3.50
Primula Bulleyana50	3.50
Primula Cockburneana35	3.00
Primula Denticulata50	4.00
Primula Sikkimense50	5.00
Primula Japonica30-.50	3.00-5.00
Primula Japonica Moerheimii35	3.50
Primula Mooreana35	3.50
Primula Sphaerocephala30	3.00
Primula Littoniana50	4.00
Primula Seclusa50	5.00
Primula Verticillata50	4.50
Primula Veris Acaulis25	2.00
Primula Acaulis Coerulea35	3.00

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